






6. From “Making Out” to “Fear Street” – The Young Adult Collection

Before you can conduct a teen summer reading program, you have to have an attractive collection from which teens can choose books. The appearance of a collection is crucial to the success of the summer reading program. Teens, like all customers, are enticed by the attractiveness of the materials in your collection. In addition, many teens think that they HAVE to read books found in the library to participate in the program. If the collection is unappealing, they just won't check anything out.

Take extra care to make your collection as appealing as possible before the start of the program and continue to maintain it's attractiveness throughout the summer. Here are some tips ...






- ☺ Most teens prefer reading paperbacks.
- ☺ While fiction and popular series are favorites with many young adults, remember that lots of teens read nothing but nonfiction. Include nonfiction titles on current movie, tv, and music stars; technology; hobbies & crafts; history; exploration; and current issues (sex, dating, family issues).
- ☺ Market your collection with booklists and displays. Most importantly, use face-out shelving to display books with attractive covers. If face-out shelving is not an option, display as many appealing titles as possible with the covers facing out.
- ☺ If you don't have a separate YA area, make sure that the materials for teens are clearly labeled and easily accessible.
- ☺ Remember that the young adult collection is a reflection of how much you and the library value the teens. Outdated, dirty and worn books reflect poorly.

Basic

-  Weed old, worn and outdated materials. Discard items that have not circulated.
-  Include paperback books.
-  Include series, fiction and nonfiction.
-  Include both YA and adult authors.
-  Develop a new booklist and/or display at least every month.





Intermediate

Do all of the above, and...

-  Have a separate YA area – even if it’s only a separate shelf, a book cart or a paperback rack.
-  If you can’t have a separate YA nonfiction area, have a “hot topics” table or book cart displaying good YA non-fiction.
-  Include multiple copies of popular series titles.
-  Replace old and worn out copies with new editions.
-  Include magazines, graphic novels and comics in your collection.

Advanced

In addition to the strategies above...

-  Have the collection separated by genre, labeled, or in some way grouped together.
-  Highlight the collection with the use of several displays.
-  Include all formats of materials (videos, audiobooks, music, etc) in the YA area.
-  Make sure that you have special non-fiction categories that appeal to summertime users like crafts, sports, how-to books, etc.

Consult the Appendix for a list of collection development tools to help you weed your old collection, build a new one, or develop a particular genre or format

Marketing The Collection to Teens

Displays are book commercials. They provide incentive for teens to read. Like adults, teens are often short on time, and an attractive display can provide just the spark needed to make them grab a book. Booklists provide teens with ideas for books on topics or genres they like. A big plus is that they are also good reader's advisory tools for library staff!

📖 Develop booklists on a variety of topics, both fiction and nonfiction. Sources for possible booklists include the YALSA website, the YALSA-BK discussion list, MOYAC, and *Teen Genreflecting* by Diana Trixier Herald.

📖 Set up new displays monthly. Use multiple formats in your displays when possible (music CDs, paperbacks, audiobooks, videos).

📖 Here are some potential themes for YA book displays:

- "From Book to Movie" – display books that have been made into movies, with the corresponding video if possible
- "Hot Topics" – display of current non-fiction titles on topics of interest – dating, divorce, teen pregnancy, make-up, sports
- "Quick Picks" – display books from YALSA's Quick Picks for Reluctant Readers list
- "Things to Do, Stuff to Know" – display books on games, crafts, hobbies, sports

📖 Don't allow small spaces and cramped bookshelves deter you from developing displays.

- You can create a very creative display on an empty book cart.
- Shift the books on the shelves of the YA area to allow for an open shelf or open ends on which to display some books.
- Purchase end panels from Brodart, Highsmith or other library vendors. Books and booklists displayed on end panels are attractive and eye-catching.
- Purchase table-top wire displays to maximize the space on a small shelf or counter to display books.
- Cover a large box with wrapping or other paper. Label the box with a large sign that says: "SOME GOOD BOOKS." Fill the box with about 15 titles and place it on a table in the young adult area. Make sure there are always at least 7 or 8 books in the box.
- Locate book covers on the amazon.com site and print them on a color printer (this works only with Internet Explorer as your browser). Cut the book covers out and mount them to a poster board to add on to your display.
- When you're short on time and space, just lay some of the latest titles on a table in the YA area!

